

"THE WOOD ENTHAL."

CYPRESS

FOR

PORCHES

(OF COURSE)

CYPRESS

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PUBLIC NOTICE:

*How you can be sure that
CYPRESS is CYPRESS?*

Of course you want Cypress, "the Wood Eternal," for all uses where it represents the highest utility and ECONOMY. But—how are you to know that what you get is Cypress? And, if it is Cypress, how can you tell that it is the genuine decay-defying

"TIDE-WATER" CYPRESS?

"TIDE WATER"
CYPRESS MANUFAC-
TURED BY ASSOCIA-
TION MILLS IS NOW
IDENTIFIED BY THIS TRADE-MARK



The one way for you to be sure that the Cypress you get was grown in a region near enough to the coast to possess the MAXIMUM of decay-resisting quality is to refuse all but genuine "TIDE-WATER" CYPRESS—and the only way to know that you're getting Tide-water Cypress is to insist (and keep on insisting) upon SEEING WITH YOUR OWN EYES the REGISTERED TRADE-MARK of the Southern Cypress Mfrs. Assn., stamped ineradicably in one or both ends of EVERY CYPRESS BOARD OR TIMBER, and on EVERY BUNDLE of "small sticks" such as flooring, siding, moulding and shingles. This is the mark to BUY BY now that every piece of the TRUE "Wood Eternal" made by a member of the established and ever-watchful Association is at once identified by its maker and "O. K.'d" by the Association mark. "Buy by the Cypress Arrow."

A Little Book of Reasons

why

CYPRESS

is the best wood known

for

P O R C H CONSTRUCTION



He Who Looks
Before He Leaps
Builds of CYPRESS
and
Builds "For Keeps"

Ninth Edition, September, 1920.



The First Essential

in porch construction is a material which will resist decay to the greatest possible degree, for, in the nature of things, the porch is the first part of the house that goes to pieces.

Many a house, comparatively new, has had to under-

THE WOOD THAT LASTS CYPRESS

go repairs to the porch two or three times before any other portion of the building has needed attention. This vital and delightful feature of the home is worthy, therefore, of special and studious consideration.

First to show rot are the "stepping" and bases of the columns (no matter what so-called improved devices may be used for the latter). Later the spindles or balusters begin to work loose where they are joined to the bottom rail, and the rails themselves become unsafe because of decay where they meet the columns. Still later the porch floor must be entirely replaced and the columns also will need attention.

Why not avoid all of these troubles, with their train of

CYPRESS **STOPS PROPERTY DEPRECIATION**

petty repair bills and exasperations?

Another point of serious concern in porch building should be the matter of *safety*.

Many an "accident" or small tragedy results every year from sagged or collapsed porches and porch-steps. Many a surgeon's bill might have been averted if *rotten* sills and joists had been either foreseen or detected.

Those vital supports are peculiarly inviting to rot-influences of exposure and closeness to damp earth in dark corners underneath.

CYPRESS is *impervious* to these decay tendencies. There are innumerable cases on record where CYPRESS in *direct contact with wet earth for over one hundred years* has been as sound as new.

CYPRESS is not the

"BUILD BUT ONCE"—USE CYPRESS

strongest wood in the world (under "compression" tests), but it *is* the *safest*. A "strong" wood, with rot in it that you do not see until something breaks, is no such reliance as a wood that has been known from the earliest of the world's recorded history to possess this strange quality of *defying decay*.

Build your porches with CYPRESS *sills* and CYPRESS *joists*—as well as CYPRESS floors, columns, etc.

It is "a healthy truth" (well worth remembering before a lack of information becomes too expensive) that the building of a home—or even the addition of a fine new porch or outdoor sleeping balcony—is a deeper problem than most people imagine and requires more intelligent thought than

most people give it—until they find they must. "How will it *look* when finished?" rather than "How well is it built?" is the question uppermost in the minds of ninety-nine out of a hundred.

As a matter of fact, "How will it look *ten years after?*" is the one most important query.

A large majority of the homes in this country are built on borrowed money, and the entire surplus earnings of the family in many cases are devoted to paying off the indebtedness and becoming a real *home owner*. Repair bills come along at the most inopportune times—perhaps all times are inopportune for repair bills.

Why not avoid repair bills by using the right material in the first place?

**INVEST—DON'T
SPECULATE. USE CYPRESS**

Why not *avert depreciation* by building of CYPRESS *at first*—or *stop depreciation* by making your next repairs, big or little, of CYPRESS?

Most people think “lumber is lumber”—that woods are mostly all alike except that some boards contain more knots than others! “Besides, what’s the use of being particular about the porch—it’s all covered up with paint, anyway?” There can be no greater mistake than this. Every wood is adapted to some particular use and is at its best when used where it belongs.

CYPRESS is the best of them all when used in those places subject to the greatest possible decaying influences, and CYPRESS *should be used to the exclusion of all others in porch construction.*

CYPRESS **SPECIFY IT—**
INSIST ON IT

The stepping, rails, balusters, facings, columns, trimmings, cornice and flooring should all be put in of CYPRESS, and they will then "*stay put.*" Other than the virtue of resisting decay, *CYPRESS porch floors contain no pitch or resin* to ooze out, discolor the paint and track into the house.

If you are sufficiently interested in building problems to wish to know *more* about CYPRESS—in what parts of the house it should be used and why it is best for certain uses, and will address your inquiries to our "All-Round Helps Department," we shall be happy to give you sane and sincere counsel on anything related to your needs.

**Southern Cypress Mfrs.'
Assn., New Orleans, La. and
Jacksonville, Fla.**

AN IMPORTANT FACT:

A FEW WORDS EXPLAINING WHY "ALL-HEART" CYPRESS SHOULD BE SPECIFIED FOR NON-ROT USAGES.

All trees, in terms of lumber contents, consist of two parts, the "heart" material, or mature wood constituting the inner bulk of the trunk, and the series of rings (of solid wood—not bark) known as "sap," which vary in thickness from one inch to four inches, or thicker, and which are the newer growth, and which, in due course, will become an addition to the "heart" wood, and be, in turn, replaced by still newer "sap" growth beneath the bark of the expanding trunk.

The "heart-wood" of almost all trees is somewhat darker in color than the "sap-wood," and in most species—is easily distinguishable.

"Sap" cypress, like the sap part of all other woods, is less solid and compact and therefore is not recommended for special endurance against decay. It has not yet enough of the singular essence known as "cypress-oil" to adequately protect it from decay germs, and in this respect is not conspicuously more enduring than the corresponding part of other trees. The "HEART-WOOD" OF THE CYPRESS is, however, thoroughly impregnated ("vaccinated," as it were), and it is the ALL-HEART WOOD OF CYPRESS that has made its historic fame a "the wood eternal."

It is obvious that for numerous uses the sap material is just as good as the heart, but for those uses where resistance to decay is a vital factor it is essential that "ALL-HEART" be specified. Best let your contractor or dealer know that you know this, when ordering.

CYPRESS

"THE WOOD ETERNAL"



**BUY YOUR CYPRESS
OF YOUR OWN LUMBERMAN
HE HAS IT—OR WILL GET IT**

**INSIST ON GENUINE
"TIDEWATER" CYPRESS.**

**IDENTIFY IT BY THIS TRADE
MARK IN THE END OF EVERY
BOARD AND ON EVERY BUNDLE**



TRADE MARK REG. U.S. PAT. OFF.

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